

Project Documentation

Blinkit Report Project

Using Microsoft Power BI



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1. Introduction

- **Project Title:** Blinkit Report
- **Purpose:** The project aims to provide comprehensive insights into Blinkit's operational data through interactive dashboards and visualizations using Microsoft Power BI.
- **Guided By:** Ayan Khan (YouTube tutorial link: [YouTube](#))

2. Objectives

- To design a user-friendly and intuitive dashboard for navigating and analyzing Blinkit's data.
- To showcase various dimensions like sales, customers, feedback, inventory, and marketing in a structured format.
- To enable data-driven decision-making by creating interactive slicers and filter panels.

3. Tools & Technologies Used

- **Microsoft Power BI**
 - Utilized for creating dashboards, slicer panels, and data visualizations.
- **Power Query**
 - Used to clean and transform data
- **Figma Website**
 - Used to design the background images for the project to enhance visual appeal.
- **YouTube Tutorial:** Referenced for guidance on report creation techniques.

4. Key Features of the Report

Home Page:

The Home Page serves as the landing page for the report, providing users with a clean and visually appealing interface. It includes a navigation bar for seamless access to different sections of the report. The page also briefly summarizes the key functionalities of the dashboard.

Overview Page (Dashboard):

This page gives a bird's-eye view of Blinkit's key performance indicators (KPIs) such as total sales, revenue, and growth trends. It is designed to provide high-level insights at a glance, making it suitable for quick decision-making. Dynamic titles ensure that the content reflects the selected filters.

Filter Panel:

The filter panel allows users to customize the data displayed by applying various filters such as product categories, regions, and time periods. It enhances interactivity and makes the report adaptable to specific analytical needs.

Sales Overview Page:

This page provides detailed insights into Blinkit's sales performance. Users can explore trends over time, compare sales figures across regions, and identify best-performing products. Visualizations like line graphs and bar charts make data analysis intuitive.

Customer Page:

The customer page focuses on customer demographics, purchasing behavior, and loyalty metrics. It helps in understanding the customer base and identifying patterns that can be used for targeted marketing and improving customer retention.

Feedback Page:

This page is dedicated to customer feedback and satisfaction scores. It consolidates feedback data to help identify areas of improvement and gauge customer sentiment.

Inventory Page:

The inventory page provides a snapshot of stock levels, product availability, and inventory turnover rates. It is crucial for monitoring supply chain efficiency and ensuring that products are adequately stocked to meet demand.

Marketing Page:

This page tracks the performance of marketing campaigns, measuring metrics such as reach, engagement, and return on investment (ROI). It helps evaluate the effectiveness of marketing efforts and guides future campaign planning.

- **Dynamic Titles:** The titles on various pages are dynamic and update automatically based on the filters selected, making the dashboards context-aware.

5. Implementation Details

- **Navigation Features:**
 - Created a navigation bar for seamless movement between pages.
- **Interactive Slicers:**
 - Developed slicers to filter data dynamically across different dimensions.
- **Visualizations:**
 - Used bar charts, line graphs, donut charts, and KPI indicators to present data comprehensively.
- **Custom Backgrounds:** Designed custom background images using Figma to improve aesthetics and maintain a professional look.

6. Challenges and Learnings

- **Challenges Faced:**
 - Adjusting layouts for better readability.
 - Integrating slicer panels for enhanced interactivity.
- **Learnings:**
 - Gained hands-on experience in designing Power BI dashboards with an emphasis on user experience.

7. Conclusion

The project successfully demonstrates the use of Microsoft Power BI to visualize and analyze operational data for Blinkit. It highlights the potential of interactive dashboards in facilitating data-driven decision-making and offers a comprehensive view of key business dimensions.